

BROADCAST FAX SERVICE

AREA	Peak Price/Page w/PRN Cover Page	Peak Price/Page No Cover Page	Off-Peak Price/Page w/PRN Cover Page	Off-Peak Price/Page No Cover Page
Domestic	TEXT/GRAFICS \$1.50 / \$2.50	TEXT/GRAFICS \$1.25 / \$2.25	TEXT/GRAFICS \$.75 / \$1.75	TEXT/GRAFICS \$.65 / \$1.65

FAX-ON-DEMAND SERVICES

PR Newswire has created a wide range of "Suggested Packages" that are ready-to-use, economical fax-on-demand services. For more information on our "PR Classic", "IR Classic", "Agency Classic" or other available packages, please contact your local PRN bureau. These "Suggested Packages" have no set-up fees. Monthly fees range from \$300 - \$400 plus telecommunications charges.

PR Newswire also offers completely customized fax-on-demand services that can meet any need. Quotes are available on request.

International Delivery Prices for Broadcast Fax and Fax-on-Demand services available upon request.

STOCKS ON-CALLSM

Stocks On-Call stores all releases of public companies for 72 hours and provides access to investors, money managers, media and the public through a toll-free number - 800-578-7888. Free with US1 or US2 distribution. With any other distribution, \$15.

COMPANY NEWS ON-CALLSM

Company News On-Call provides immediate access to **all** of your company's news releases on the Internet and by fax-on-demand. It's the fastest, most effective and cost-efficient way of fulfilling requests after your release has been transmitted. For only \$100 additional, we will link your Web site to PR Newswire's site for one full year.

Stores 12 months of news releases for \$350 per quarter.

QUARTERLIES ON-CALLSM

Public companies can save time and money by putting their quarterly report summary to shareholders on PR Newswire's Quarterlies On-Call service. The information is accessible 24 hours a day, 7 days a week on the Internet and through a toll-free number which can be publicized in the annual report, company literature or simply given to callers through the investor relations office.

Stores 12 months of quarterlies for \$350 per quarter.

DATABASE/ONLINE SERVICES

Every release that is transmitted by PR Newswire is stored in more than 100 U.S. and international databases and online services including LEXIS-NEXIS, America Online, Dow Jones News/Retrieval, CompuServe, Prodigy and Dialog. Since PR Newswire is recognized as a leading source of business information, these services are accessed daily by individual investors, analysts, academics and researchers.

INTERNATIONAL SERVICES

PR Newswire serves virtually all countries worldwide through a variety of national and special package distributions to the general press, trade press and the financial community. PR Newswire's 1996 International Pricing Schedule is available separately.

12-MONTH PRN MEMBERSHIP \$100

19640k

1996 DOMESTIC PRICING SCHEDULE

PR Newswire is the acknowledged leader in the distribution of corporate, association and institutional information to the media and the financial community. Since founding the industry over 40 years ago, PRN has been its innovating force, providing a constant stream of enhanced newswire and fax services to professional communicators.

NATIONAL NEWSLINES

	Up to 400 words	Ea. add'l 100 words
US1	\$485	\$110
The most comprehensive national circuit available, US1 provides access to thousands of newspapers, magazines, wire services and broadcast points across the U.S.		

US2

PRN's basic national circuit serves a smaller list of US1 media across the country, with reduced coverage in Texas and Chicago.

REGIONAL NEWSLINES

	Up to 400 words	Ea. add'l 100 words
Northeast	\$195	\$50
Includes New York, Delaware, the District of Columbia, Maryland, New England (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont), New Jersey, Pennsylvania and West Virginia.		
Southeast	\$195	\$50
Includes Alabama, Arkansas, the District of Columbia, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and Virginia.		
Midwest	\$195	\$50
Includes Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin.		
West/Southwest	\$195	\$50
Includes Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oklahoma, Oregon, Texas, Utah, Washington and Wyoming.		

The Investors Research Wire (IRW), which is transmitted to more than 100,000 terminals in the worldwide financial community, is included with all domestic NewsLines at no additional charge.

<http://www.prnewswire.com>

STATE AND LOCAL NEWSLINES

SPECIAL SERVICES

In the Northeast

New York Metro	\$125	\$ 30
New York State	\$130	\$ 30
Connecticut	\$ 50	\$ 15
Delaware (incl. Phila. TV)	\$ 50	\$ 15
District of Columbia	\$ 70	\$ 15
DC Pack	\$125	\$ 15
Maine	\$ 50	\$ 15
Maryland	\$ 50	\$ 15
Massachusetts	\$ 55	\$ 15
Boston	\$ 50	\$ 15
New England Region	\$ 65	\$ 15
New Hampshire	\$ 50	\$ 15
New Jersey	\$ 70	\$ 15
New Jersey plus key NYC	\$125	\$ 30
Pennsylvania	\$ 85	\$ 20
Central Pennsylvania	\$ 50	\$ 15
Philadelphia	\$ 60	\$ 15
Philadelphia Region	\$ 75	\$ 20
Pittsburgh	\$ 60	\$ 15
Western Pennsylvania	\$ 70	\$ 20
Rhode Island	\$ 50	\$ 15
Vermont	\$ 50	\$ 15
West Virginia	\$ 50	\$ 15

In the Southeast

Alabama	\$ 50	\$ 15
Arkansas	\$ 50	\$ 15
District of Columbia	\$ 70	\$ 15
Florida	\$ 80	\$ 20
South Florida	\$ 65	\$ 15
North Florida	\$ 50	\$ 10
Central Florida	\$ 50	\$ 10
West Florida	\$ 50	\$ 10
Georgia	\$ 80	\$ 20
Atlanta	\$ 75	\$ 20
Kentucky	\$ 50	\$ 15
Louisiana	\$ 60	\$ 15
Mississippi	\$ 50	\$ 15
Carolinas	\$ 60	\$ 15
North Carolina	\$ 50	\$ 15
South Carolina	\$ 50	\$ 15
Tennessee	\$ 50	\$ 15
Virginia	\$ 50	\$ 15
Puerto Rico	\$ 50	\$ 15

The IRW is included with all domestic NewsLines at no additional charge. There is a \$30 fee added to any NewsLine when OTC/IRW is ordered with it.

In the Midwest

Illinois	\$100	\$ 25
Chicago	\$ 85	\$ 20
Chicago area	\$ 90	\$ 20
Indiana	\$ 50	\$ 15
Iowa	\$ 50	\$ 15
Kansas	\$ 50	\$ 15
Michigan	\$105	\$ 25
Detroit	\$ 95	\$ 25
Minnesota	\$ 80	\$ 20
Minneapolis/St. Paul	\$ 60	\$ 15
Missouri	\$ 65	\$ 15
Nebraska	\$ 50	\$ 15
North Dakota	\$ 50	\$ 15
Ohio	\$ 95	\$ 25
Cincinnati	\$ 50	\$ 15
Cleveland	\$ 55	\$ 15
Northeast Ohio	\$ 60	\$ 15
Northwest Ohio	\$ 55	\$ 15
South Dakota	\$ 50	\$ 15
Wisconsin	\$ 50	\$ 15

In the West/Southwest

Alaska	\$ 50	\$ 15
Arizona	\$ 50	\$ 15
California	\$ 95	\$ 20
Northern California	\$ 65	\$ 15
San Francisco/Bay Area	\$ 55	\$ 15
San Jose	\$ 50	\$ 15
Silicon Valley	\$ 50	\$ 15
Southern California	\$ 80	\$ 20
Los Angeles	\$ 65	\$ 15
San Diego	\$ 50	\$ 15
Colorado	\$ 60	\$ 15
Denver	\$ 50	\$ 15
Hawaii	\$ 50	\$ 15
Idaho	\$ 50	\$ 15
Montana	\$ 50	\$ 15
Nevada	\$ 50	\$ 15
New Mexico	\$ 50	\$ 15
Oklahoma	\$ 65	\$ 15
Oregon	\$ 60	\$ 15
Portland	\$ 50	\$ 15
Pacific Northwest	\$ 70	\$ 15
(AK, ID, MT, OR, WA)		
Rocky Mountain	\$ 75	\$ 20
(AZ, CO, MT, NM, UT, WY)		
Southwest (LA, OK, TX)	\$155	\$ 40
Texas	\$125	\$ 30
Utah	\$ 50	\$ 15
Washington	\$ 60	\$ 15
Seattle/Puget Sound	\$ 50	\$ 15
Wyoming	\$ 50	\$ 15

FEATURE NEWS SERVICE

Up to 400 words Ea. add'l
\$275 \$70

Feature News Service

PRN moves feature stories to all US2 and Chicago news points each weekday at 7:30 a.m. ET. Deadline is 6 p.m. ET., previous day. We also move a series of special Feature Packages. Any release in one of PRN's Feature Packages will be stored on PRN's Web site at no additional charge. For a fee of \$50, any story that runs on the daily Feature News Service also will be made available on our Web site. Call your local representative for a 1996 schedule of package dates.

ENTERTAINETSM

Up to 400 words Ea. add'l
\$400 \$100

National

Print/Radio/Total TV \$400 \$100
Print/Radio/Top 50 TV \$365 \$ 85
Print/Radio only \$250 \$ 60

(When above distributions are combined with US1, cost of US1 is reduced to \$265.)

Regional

Print/Radio/TV \$180 \$ 40
Print/Radio only \$110 \$ 30

Local

Los Angeles \$ 90 \$ 20
New York \$100 \$ 20
Nashville \$ 50 \$ 10
NY & LA \$150 \$ 35
NY, LA & Nashville \$200 \$ 45

SERVICES FOR BROADCAST MEDIA

News Lead * \$100

200 words of release to 700+ TV newsrooms

Feature Lead * \$100

300 words of release to 700+ TV newsrooms

(* With any PRN NewsLine)

PRTV Fax \$455

1-page of advisory information to more than 600 TV stations

TV Graphics \$650

35mm color slide w/ 250 word release to 750+ TV newsrooms

TV Distributions Up to 400 words Ea. add'l

Total TV (700+ stations) \$250 \$ 55

Top 50 TV (220 stations) \$160 \$ 40

PRNEWSFOTOSM SERVICES

PRNewsFoto transmits photos digitally via satellite to nearly 400 news organizations on AP's PhotoExpress network. National and regional distributions are available. All photos transmitted by the AP are also stored on PressLink, a media database. Satellite photo delivery also is available throughout Europe, the Asia Pacific region, Latin America and Russia.

The Wieck Photo Database is an electronic photo retrieval service that is free to the global news media. The Wieck DataBase is available as a stand-alone option or as part of the AP PhotoExpress service.

Please contact your local PRN bureau for pricing and additional information.

MAILING SERVICES

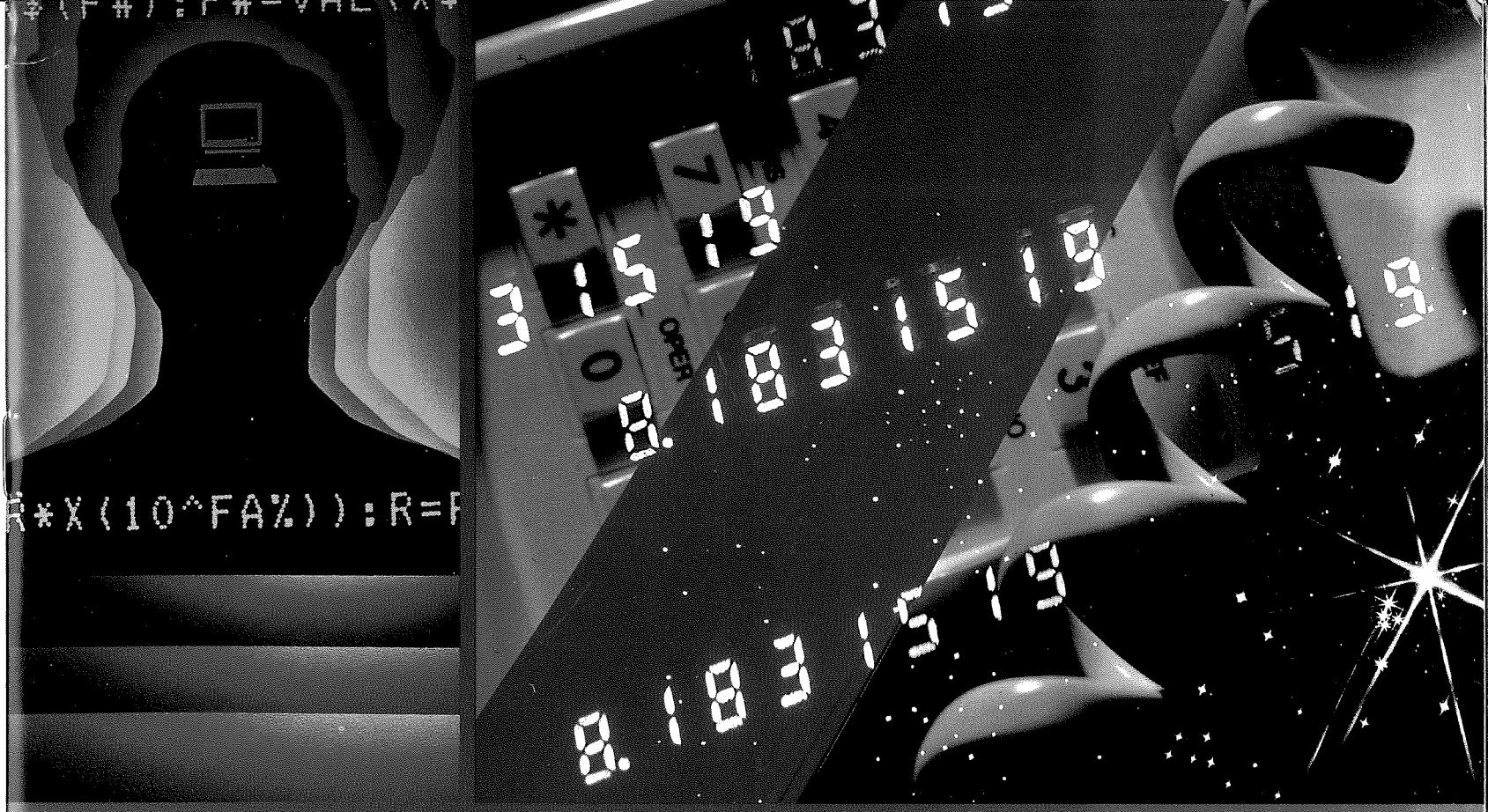
NewsGrams \$160

One page up to 100 points (length/postage add'l)
Rates vary by length, destination, and printing/
collating requirements. Pricing schedule
available separately.

E-WIRE

Up to 400 words \$275
Ea. add'l 100 words \$ 65

Only through PR Newswire can your environmental-
ly-related news get directly to more than 500 major
industry media and specialty databases.



PR Newswire Services For
The High Tech Industry

**THE DEFINITIVE GUIDE TO NEWS AND INFORMATION
DELIVERY FOR THE HIGH TECH INDUSTRY**

CONTENTS

High Tech Delivery	2
Newsroom Direct: NewsLines	3
The Fast Lane to High Tech Trades	4
The Financial Community —	
Domestic & Worldwide	5
Online Services and Databases	6
Fax-On-Demand Services	7
Broadcast Fax to Your	
Targeted Audiences	8
Worldwide Connections	8
PRNewsFoto	10
The Benefits of Membership	10

Many NewsLine options are available to suit a variety of needs. The most widely used NewsLines are:

- **US1:** This comprehensive national service conveys your information to all of the important newspapers, wire services, magazines, and radio and television stations.
- **US2:** A scaled-down version of US1, US2 provides distribution to the major media across the country.
- **Regional NewsLines:** The Northeast, Southeast, West/Southwest and Midwest NewsLines provide regional depth when national reach is not required.
- **State/Local NewsLines:** PR Newswire provides extensive coverage to every state. Local NewsLines targets major metropolitan areas for news aimed at a more narrow audience.



A complete list of media points is found in our latest Distribution Directory available from your local PR Newswire bureau.

THE FAST LANE TO HIGH TECH TRADES

Distribution to high tech trade publications is an important part of your strategy and PR Newswire has the vehicles to get you there:

■ **The Newswire:** Your release is sent simultaneously to the major high tech trade publications through our dedicated network. PRN has the most extensive list of high tech trades to ensure you the widest reach possible.

■ **E-mail is Waiting:** A growing number of high tech reporters are online and are receptive to information through e-mail. PR Newswire will be pleased to distribute your news to the e-mail addresses of journalists who prefer to receive it that way. This is an excellent way to reach major, top-tier editors at general business publications as well as the trades.

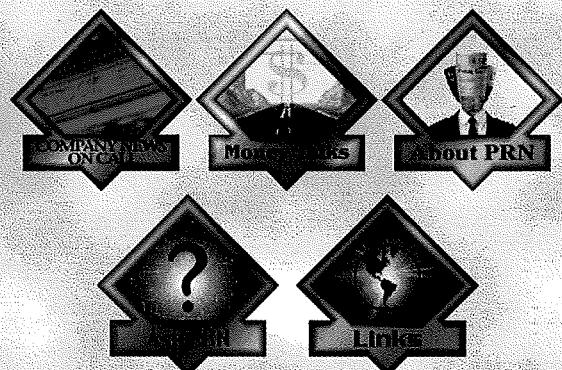
PR NEWswire AND MEDIAMAP INTRODUCE:

OneLink™ - List selection and distribution in one! PRN exclusively offers this major step in the targeting and distribution of press releases to the high tech community. Through MediaMap's Media Manager software, a communications professional

PR NEWSWIRE

The Global Voice of Business

PR Newswire has been the leading distributor of full-text corporate news since 1954. Use the buttons and links below to navigate the WebSpace packed with news from public and private companies, government agencies, associations and other organizations.



If you prefer browsing with images off, use the following text links:
(Company News On Call) (Money Talks) (About PRN) (Related Industry Links) (Ask PRN)
These pages optimized for Netscape v.1.1

Voted among the top 5% of all Web sites on the Internet by Point Communications.

URL <http://www.prnewswire.com>

selects the specific editors to whom they want to send a release, choose a comprehensive PRN NewsLine, and with a few keystrokes, relay the information to PR Newswire.

At one of our processing centers, PRN will transmit the release to the audience at the time requested.

In addition, PR Newswire delivers the news in the manner the journalists have indicated they prefer - fax, e-mail or mail.

The latest list selection, the most comprehensive NewsLine coverage and pre-

ferred delivery method - all from OneLink™ - only from PR Newswire and MediaMap.

■ **On the WWW:** PR Newswire was the first corporate newswire on the Web and we continue to expand our offerings, from background information about the range of PRN services to selected news stories and other information. We now include our Company News On-Call service and other information for the media, financial community and the public. Surf the site and see what's appearing on screens everywhere. Our address:

<http://www.prnewswire.com>

■ **Proprietary BBS:** PR Newswire has custom designed specialized Bulletin Board Systems for corporations seeking to reach multiple audiences with a range of information. In this manner, the media, employees, wholesalers or other targeted groups can access a full range of data and photos directly by computer. Consult your local PRN bureau for more information.

THE FINANCIAL COMMUNITY — DOMESTIC & WORLDWIDE

Through PR Newswire, your release extends to the broader financial community. First, distribution covers the disclosure points including the Associated Press,

**PR NEWSWIRE
OFFERS MORE
THAN JUST WIRE
DISTRIBUTION
OF PRESS
RELEASES,
COMPANY NEWS
AND FINANCIAL
INFORMATION.
IT EXCELS
IN CUSTOMER
SERVICE, SO
THAT A HELPFUL,
QUALIFIED
PROFESSIONAL
IS ALWAYS
AVAILABLE FOR
ANY QUESTIONS
I HAVE. AND
THEY ALWAYS
TAKE THE EXTRA
STEP TO HELP
ME SUCCEED IN
MY JOB.**

**Linda Duttenhaver,
Director, Corporate
Communications,
Davidson &
Associates, Inc.**

“EVER SINCE WE LAUNCHED NETSCAPE IN 1994, WE’VE TURNED TO PR NEWSWIRE TO HELP US SPREAD THE NEWS. THE PEOPLE AT PR NEWSWIRE DO MORE THAN PUT RELEASES ON THE WIRE — THEY PROVIDE TIMELY INFORMATION, PROFESSIONAL ASSISTANCE, SEMINARS AND SERVICES THAT ARE USEFUL TO COMPANIES RANGING FROM SMALL START-UPS TO FORTUNE 500s.”

Rosanne M. Siino,
Director of Corporate Communications,
Netscape Communications Corporation

Bloomberg, Dow Jones, and Reuters. Then, all appropriate business-related news releases travel by way of PRN's proprietary **Investors Research Wire**

(IRW). The IRW brings your company news in-house to tens of thousands of institutions, analysts, brokerage houses and portfolio managers. The IRW is included with all domestic NewsLines at no additional charge. PR Newswire's International IRW's transmit to important financial audiences in the global financial community.

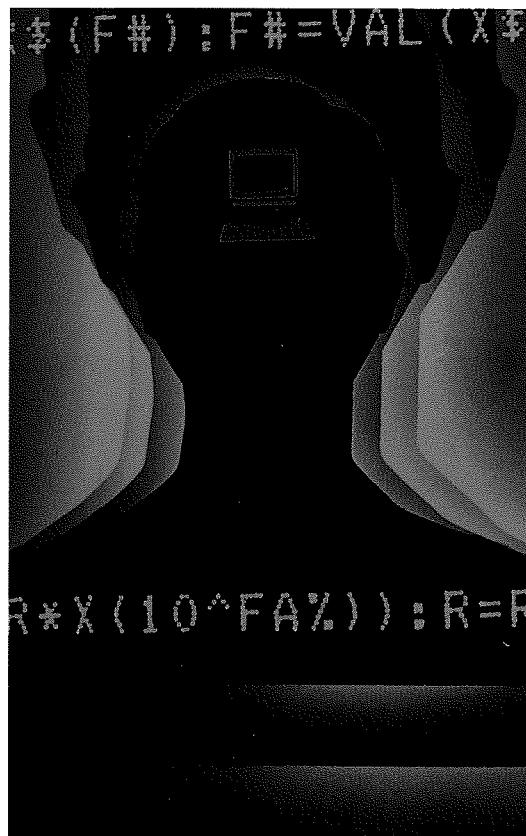
■ **OTC/IRW:** PR Newswire's extended OTC/IRW service gives NASDAQ-listed and OTC Bulletin Board companies access to the full IRW. Your releases appear on the screens of subscribers through Quotron, Telerate, Track Data, CompuServe and other information vendors through OTC *NewsAlert*. In addition, distribution encompasses other key OTC media.

A complete listing of outlets can be found in the PRN Distribution Directory.

ONLINE SERVICES AND DATABASES

PR Newswire copy is available in scores of popular databases including the services most heavily accessed by the business community. Many of these offer capabilities for searches conducted by industry, ticker symbols and key words.

- America Online
- Bloomberg
- Bridge
- CompuServe
- Delphi
- Dow Jones News/Retrieval
- Individual Inc.
- Information Access
- NewsEdge
- NewsNet
- Nexis/Lexis
- Quote.Com
- Reuters TEXTLINE
- Shark Information
- Telerate
- Track Data
- UMI InfoSeek



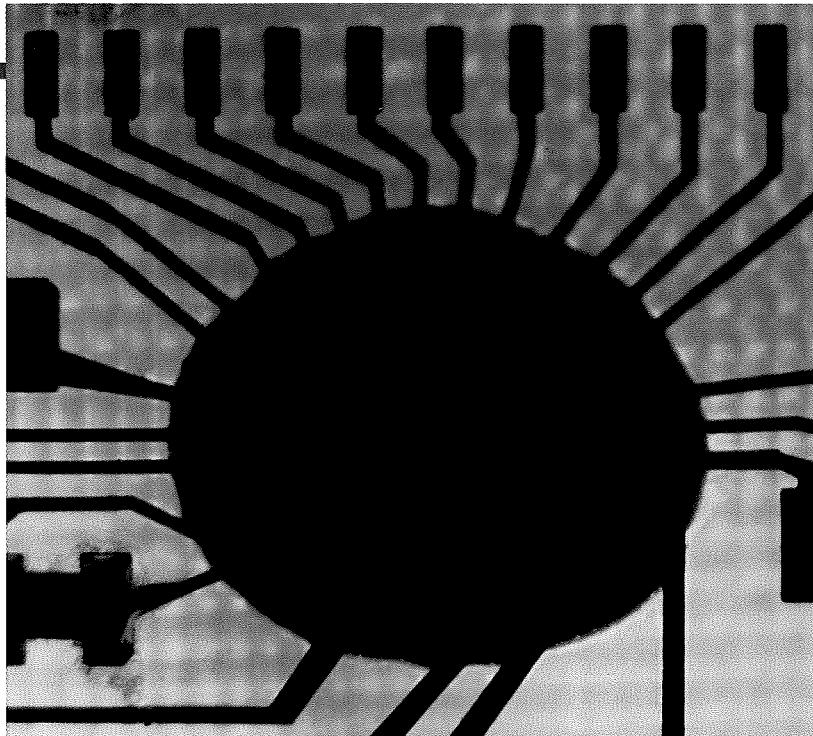
To expand the reach of your releases even further, PRN forwards information to research organizations that use PR Newswire as a source file, including:

- IDD M&A Transactions
- Federal Filings
- Standard & Poor's
- Telekurs

EXCLUSIVE FAX-ON-DEMAND SERVICES — ALWAYS ON-CALL®

PR Newswire's **On-Call®** services are state-of-the-art, innovative fax-on-demand solutions to automatically fulfill information requests. Stocks On-Call®, Company News On-Call® and Custom 800 On-Call® streamline the high tech communicator's job. For example, we'll store on our computers background company information, and the full text of the press release to assist a new product launch. PR Newswire then assigns your company a toll-free 800 number. When you are swamped with requests for information, callers can be directed to the "800" number to receive answers through our automated fax-on-demand service.

Immediate access to your information is available 24 hours a day, 7 days a week, 365 days a year. The only requirements for access are a fax machine and a touch-tone phone. The quality of the document is superb since your information is transmitted via the first fully digital fax operation. Text, logos, charts and pho-



tographs are sent with astoundingly high resolution.

PR Newswire facilitates fax-on-demand for specialized needs through these On-Call services:

■ **Custom 800 On-Call®:** Ideal for customized fax-on-demand applications. With Custom 800 On-Call, you store any kind of information — general or financial, tables, quarterly filings, product specifications, promotional materials, price lists, graphs or earnings. It is ideal for crisis communications, too.

■ **Quarterlies On-Call®:** Provides a fax-on-demand alternative to the costly mailing of quarterly report summaries to shareholders.

■ **Company News On-Call®:** With PRN's Company News On-Call, all of your press releases are stored for a full

**THE PEOPLE
AT PR NEWswire
ARE RELIABLE,
QUICK AND THEY
GET THE JOB
DONE. WE HAVE
BEEN PLEASED
WITH THEIR
FLEXIBILITY AND
ABSOLUTE
PROFESSIONALISM
IN RESPONDING
TO OUR NEEDS. **

Michele K. Moore,
Vice President,
Corporate
Communications,
Dell Computer Corp.

year. Simply refer inquiries to your private database — an 800 number with a dedicated extension number. Company News On-Call is available by fax or on the Internet at PRN's site. The service includes monthly usage reports. Company News On-Call is available for an annual fee.

■ **Stocks On-Call®:** Private investors, money managers, brokers and the public have direct access to the full text of your news release — free and instantly — by calling 800-578-7888. The availability of Stocks On-Call is advertised in financial media, including *Investor's Business Daily*. Your full news release, as transmitted over PRN's NewsLines, is given additional exposure at a nominal cost.

For a demonstration of the 800 On-Call services, call 800-PRN-FAX-4 (800-776-3294) or your local PRN bureau.

BROADCAST FAX TO YOUR TARGETED AUDIENCE

PR Newswire has developed one of the most comprehensive broadcast fax operations designed for corporate communications. PRN's telecommunications equipment and proprietary software assure the fastest and highest quality transmissions in the industry.



We will maintain your lists on our systems. Turnaround time for your documents is quick. Used by hundreds of our clients, many of whom have the technology to fax on their own, our system transmits many millions of fax pages a year.

WORLDWIDE CONNECTIONS

When your projects require links that reach around the world, PR Newswire stands ready to enlist its international news distribution network. With special agreements in Canada, Latin America and Eastern Europe, and affiliate organizations in Asia, Western Europe and the Pacific Rim, PR Newswire will reach your target audience virtually anywhere.

Special packages to trade or regional publications are available and translations are often included in the price. Our most popular international choices include:

■ **Tri-Continent High Tech Trades:** This service brings your news to the trade publications in North America, Europe

and Asia. Regional distribution is also available.

■ **Canadian High Tech Trades:** Through Canada NewsWire, the largest Canadian press communications service, we provide the most comprehensive access to the growing list of computer trade publications. Outstanding service is consistent, as Canada NewsWire is owned in part by PR Newswire.

■ **Pacific Rim Pack:** Extensive coverage in the Western United States, Australia, Hong Kong, China, Singapore and South Korea can be targeted through this service. Accurate, culturally correct translation is provided.

■ **Latin America:** All of Central and South America are available through PR Newswire's connections south of the border. The copy of PR Newswire members goes directly to Reuters' editorial computers. Translation in Spanish and, upon request, Portuguese, is included in the price.

■ **Europe:** Western Europe is blanketed by PR Newswire media distribution in all countries. Special financial and major city packages are avail-

able. In Russia and the CIS, key audiences — publications, institutions and influential political bodies — are reached through ITAR/TASS, the leading Russian news agency. Through PR Newswire, your translated releases are distributed to more than 1000 media points, as well as government ministries, libraries and research centers.

Contact your local PRN representative who can tailor special packages for your targets.



PRNEWSFOTO

A picture is worth a thousand words — a cliché, but a truism, nevertheless. Through PRNewsFoto, PR Newswire offers its members the ability to distribute high quality photographs to more than 300 key newspapers, including *The New York Times*, *Los Angeles Times*, *USA Today*, and the *Chicago Tribune*. It can be used to accompany corporate personnel changes, picture new products, depict graphs and statistics; disseminate corporate logos and graphics, or highlight feature stories.

Just as your news releases are available through online databases, so too are your photographs. For one year following the release date, photographs are automatically stored and accessible to newspapers, retrievable directly to their electronic dark rooms. Wieck Photo DataBase is the online service that archives your photos alongside those of *The New York Times* News Service Photos and Agence France-Presse, among others.



THE BENEFITS OF MEMBERSHIP

PR Newswire offers a full complement of media relations services exclusively to its members.

Media Coffees: PR Newswire members are invited to attend frequent regional and local forums. These gatherings, a free service to our membership, give public relations practitioners an opportunity to meet prominent editors and hear practical information and tips.

At recent coffees, members have met with editors from *The New York Times*, *The Wall Street Journal*, the *Los Angeles Times*, Reuters, Bloomberg and Knight-Ridder. Editors from trade publications, including *Wired*, *Electronic Entertainment*, *PC Week*, *Infoworld*, and *Computer Life* also have been available to members through PRN's Media Coffees.

High-Tech Hot Wire: As a complimentary service to members, PR Newswire provides high tech communicators with a subscription to **High-Tech Hot Wire**. This twice-monthly newsletter contains important industry information — media personnel changes, tips from editors, reporters' requests for information and the latest in innovative high tech marketing tactics.

The Microsoft Natural Keyboard® is one of many major product stories supplemented by a photo over PRNewsfoto.



Member Services: The staff at any of our 20 bureaus nationwide is always accessible to discuss your needs. Additionally, regional high tech experts can help you map and execute a strategy to meet your objectives.

Media Relations: PRN stays abreast of changes on the masthead, behind the scenes and on the air. All bureaus constantly check our distribution lists for accuracy. For more than 40 years we have been a staple in newsrooms — news from PR Newswire gets seen, read and used because of the quality of our members' copy and our relationships with the media.

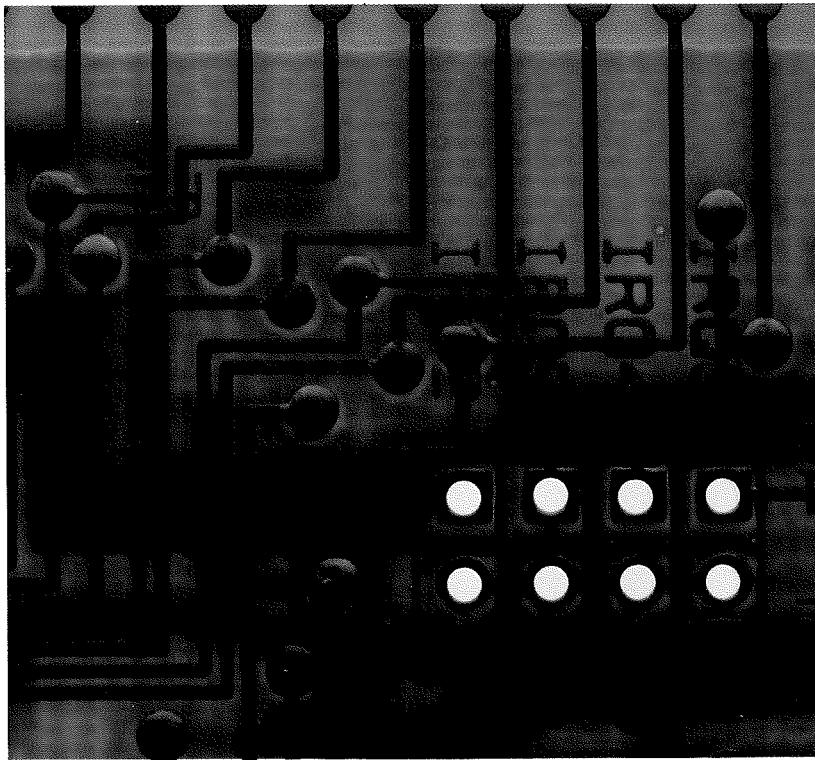
All The News: PR Newswire's *Today's Headlines* provides subscribers with a menu of headlines from the high tech news stories of the day and the full text is available in seconds by fax. Information includes new product announcements,

financial data and other important news from hundreds of organizations. Information is drawn from PR Newswire, AP Alert, Knight-Ridder/Tribune Business News and First Call. Upon request, full text news stories are available by fax in seconds.

An exclusive PRN bonus to subscribers of the "computers/electronics/telecommunications" category are stories from the Newsbytes News Network featuring the hottest news in the computer industry.

Trade Show Presence: As the acknowledged leader in high tech trade news, PR Newswire is enlisted by several show management companies to assist the press room operations during trade shows. This opportunity teams PRN staff with some of the most influential high tech reporters. On-site availability also facilitates the dis-

PR Newswire is an integral part of SPA's communications program both domestically and internationally. We appreciate their professionalism and responsiveness whenever we call. Their *Today's Headlines* is an invaluable source of up-to-the-minute industry news, which we rely on daily. **Sally Mott Lawrence**, Director of Communications, Software Publishers Association



semination of your company news and new product announcements. Ask your local bureau about special show discounts.

Research Capabilities: Through its own resources and alliances with the foremost research firms across the nation, PR Newswire can provide you with a full range of monitoring, clipping, full report and other informational services. Contact your local PR Newswire bureau regarding your particular requirements.

**PR NEWSWIRE:
THE HIGH TECH
INDUSTRY LEADER**

PR Newswire is the communications choice for the high tech industry. Leading companies in all categories of hardware, software, and networking trust PR Newswire. It's a natural choice for the most innovative industry to select the pacesetter in information dissemination — PR Newswire.

NEW YORK HEADQUARTERS

810 Seventh Ave., 35th Floor
New York, NY 10019
Tel: 212-596-1500 or
800-832-5522
Rotary Dial Phones:
212-832-9425
Computer (1200 to 19.2 bps):
800-597-9701
Telex I: 1-2284 or 12-6217
Telex II (TWX): 710-581-5360
Facsimile: 800-793-9313

ATLANTA

950 East Paces Ferry Road
Suite 2155
Atlanta, GA 30326-1144
Tel: 404-231-1814 or
800-232-3998
Computer (1200 to 19.2 bps):
404-231-1713
Facsimile: 404-231-2045

BOSTON

111 Devonshire St., Suite 720
Boston, MA 02109-5412
Tel: 617-482-5355
800-866-8060
Computer (1200 to 19.2 bps):
617-542-8717
Facsimile: 617-423-4157

CHARLOTTE

212 S. Tryon St., Suite 1380
Charlotte, NC 28281-0001
Tel: 704-338-9366 or
800-998-9806
Computer (1200 to 19.2 bps):
704-338-9920
Facsimile: 704-338-9566

CLEVELAND

1375 East Ninth Street, Suite 2730
Cleveland, OH 44114
Tel: 216-566-7777 or
800-826-3133
Computer (1200 to 19.2 bps):
216-575-0366
Facsimile: 216-566-1234 or
800-341-4460

DENVER

1099 18th St., Suite 2730
Denver, CO 80202-1927
Tel: 303-291-0550 or
800-843-2495
Computer (1200 to 19.2 bps):
303-291-0585
Facsimile: 303-291-0575

DETROIT

26555 Evergreen Road, Suite 1710
Southfield, MI 48076-4206
Tel: 810-352-5200 or
800-697-9712
Computer (1200 to 19.2 bps):
810-352-3524
Facsimile: 810-352-3540

LOS ANGELES

865 S. Figueroa St., Suite 2310
Los Angeles, CA 90017-2565
Tel: 213-626-5500 or
800-321-8169
Computer (1200 to 19.2 bps):
213-687-4580
Telex I: 67-7512
Telex II (TWX): 910-321-4420
Facsimile: 213-488-1152

MIAMI

One Columbus Center
1 Alhambra Plaza, Suite 610
Coral Gables, FL 33134
Tel: 305-461-8666 or
800-683-6397
Computer (1200 to 19.2 bps):
305-461-5955
Facsimile: 305-461-8670

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